

Ivana Pavlić / Barbara Puh / Ljubica Mišković

The perception of travellers and the World Heritage Site image

Abstract

The paper investigates the main image determinants of World Heritage Site (WHS) among different types of travellers. The main purpose is to define the main features of different types of travellers (tourists and cruise ship visitors) and to determine the attributes that create their particularly perceived image of WHS. In order to gain the main aims, empirical research, based on questionnaire on randomly-chosen travellers visiting WHS, was carried. The sample consisted of 547 tourists and 472 cruise ship visitors who visited WHS - Old city of Dubrovnik (OCD) in the period April 1st – October 1st 2016. Research spatial framework consists of multiple-use protected area with buffer zone. Explorative factor analysis (EFA), confirmatory factor analysis (CFA), and structural equation modelling (SEM) were applied. The results show that there are differences between image formation among different types of travellers regarding cognitive and affective image elements. The obtained results can be used as a base model for investigating the influence of the information sources, socio-demographics and motivation on mediating ones (cognitive and affective evaluation), and finally on the dependent variable of the overall image of the WHS perceived by different traveller categories.

Key words: tourists; ship visitors; World Heritage Site (WHS); destination image; Old City of Dubrovnik (OCD)

1. Introduction

The growing competition among tourism destinations and changes in tourists' expectations and habits are forcing destinations to find new ways of attracting tourists in order to stay competitive. In that way image appears as one of the key factors of destination choice since destinations with strong and positive image have higher probability to be chosen by potential travellers. Therefore, destination image and especially factors influencing it are becoming extremely important for good positioning of destinations on international tourism market as well as for increasing their competitive advantages.

Heritage has been seen as an important tourism resource for quality tourism destination development. Destinations with WHS status have been converted into major tourist attractions across the world. According to Hall and Piggin (2003) inscription of a site as a WHS increases the international visibility and makes the site more attractive for tourism development. WHS listing increases the image of the site and works as a pointer of destination authenticity for travellers (Jimura, 2011).

This research identifies the main characteristics of different types of travellers (tourists and cruise ship visitors) and classifies the attributes that form their perceived image of WHS. By analysing cognitive and affective attributes it also examines how different types of travellers create overall image of urban, cultural and historical WHS.

Ivana Pavlić, PhD, Full Professor, University of Dubrovnik, Department of Economics and Business Economics, Dubrovnik, Croatia; e-mail: ipavlic@unidu.hr

Barbara Puh, PhD, Assistant Professor, University of Dubrovnik, Department of Economics and Business Economics, Dubrovnik, Croatia; e-mail: barbara.puh@unidu.hr

Ljubica Mišković, MA, Assistant, University of Dubrovnik, Department of Economics and Business Economics, Dubrovnik, Croatia; e-mail: ljubica.miskovic@unidu.hr

The first section of the paper presents a review of literature on destination image and WHS. In section two, research area and methodology are described followed by results of the paper in section three. The last section offers concluding remarks.

2. Literature review

The concept of image came into the focus in the late 1950s with Boulding's work where he described the image as the *sum of what we think we know and what makes us behave the way we do* (Boulding 1956, p. 15). The paper attracted scholarly interest in a number of disciplines regarding the concept of image. Since then, there have been numerous attempts of defining the concept and the most represented definition in the literature is that image is *set of beliefs, impressions, ideas and perceptions of an individual about a particular object, behaviour or event as a result of processing information that are collected from different sources over a period of time* (Echtner & Ritchie, 2003).

One of the pioneers of the tourism destination image is considered to be Hunt (1975) with analysis of the image of four American states. He concluded that perception of tourism destination is very important factor in decision making process. There are a number of definitions of destination image (Crompton, 1979; Echtner & Ritchie, 1991; Fakeye & Crompton, 1991; Dadgostar & Isotalo, 1992; Milman & Pizam 1995; Mackay & Fesenmaier, 1997; Tasci, Gartner, & Tamer Cavusgil, 2007; Pan & Li, 2011; Lai & Li, 2016), and it can be established that it is hard to define this concept in a simple way (Pearce 2012; Castro et al., 2007). The concept of destination image consists of two components: cognitive, that refers to the knowledge and beliefs about destination's attributes, and affective, that captures tourist's feelings toward a destination (Beerli & Martín, 2004a; Konecnik & Gartner, 2007; Papadimitriou, Kaplanidou, & Apostolopoulou, 2015; Akgün, Senturk, Keskin, & Onal, 2019). Baloglu & McCleary (1999) examined four Mediterranean countries' image destinations and confirmed the relationship and interconnection between the cognitive and affective components (Baloglu, 2000; Beerli & Martín, 2004b; Lin, Morais, Kerstetter, & Hou, 2007; Michael, Ramsay, Stephens, & Kotsi, 2019). In order to measure image of tourism destination Russel, Ward & Prat (1981) suggested that cognitive destination image can be measured using structured technique or multi-attribute approach that is based on destination-specific factors, and the affective destination image using four bipolar scales (arousing-sleepy, pleasant-unpleasant, exciting-gloomy, relaxing-distressing). Ahmed (1991) proposed to evaluate image with two components in order to understand the positioning of destination. Richards (2002) and Ritchie and Crouch (2003) pointed out that destination cultural and historical resources influence on destination choice. Tan (2017) emphasized that destination image significantly influenced the process of destination selection and the subjective awareness of tourists along with a subsequent assessment of trips and tourists' future intentions.

Many different methods may be used in order to evaluate a destination's image among specific market segments, but the most popular of these are attitude surveys (Avraham & Ketter, 2015). Considering cruise passengers' perception and the tourism destination image, there has been insufficient researches in this context. Hung and Petrick (2011) developed congruity model of destination image in order to explain travel intentions using preliminary interviews with cruise and non-cruise passengers. Blas and Carvajal-Trujillo (2014) found out that cruise passengers' image of the destination port of call has positive and direct influence on cruise passengers' satisfaction with destination, confirming that the image of port of call destination is an antecedent of satisfaction with the destination. Ruiz, González, and Zamora (2018) used cluster analysis to analyse cruise passengers' perception of the city through destination image, satisfaction and loyalty and certified the existence of four different groups of passengers whose opinions can give a specific answer to the reorganization of Malaga as a tourist destination.

WHS is a monument, landscape, building or even an area that is recognized for its outstanding universal value and it is assumed to create a platform for offering the optimal level of conservation and appropriate level of service standards for tourists, encouraging proper management of the site and thus fostering economic and tourism regeneration (Hassan & Rahman, 2015). Destinations with the WHS status have been converted into major tourist attractions across the world. The obtained status has an important role in promoting the site globally. Patuelli, Mussoniand, and Candela (2013) in their work claim that WHS designation helps building a destination image because it is one of the main touristic resources in many countries and that means strong marketing campaigns to promote tourism and to increase the visibility of destination. Rindell (2008) defined heritage image as a *temporal dimension in the tourist's impression of cultural heritage sites*, and few years later (2013), claimed that the concept of heritage image is proposed as a useful conceptual framework for understanding the influence of the past on individuals' present heritage image construction processes. Vong (2013) examined how perceptions of heritage management in Macao influenced perception of a destination's cultural image and satisfaction with visits to heritage sites using regression and factor analysis. She confirmed thesis of Bignes, Sanchez, and Sanchez (2001) that tourism image is direct antecedent of perceived quality satisfaction, intention to return and willingness to recommend the destination and also pointed out that perception about heritage interpretation was significantly associated with perceptions of destination cultural image. Wu and Li (2017) were identifying the dimensions of experiential quality and examining the interrelationships among experiential quality, perceived value, heritage image, experiential satisfaction and behavioural intentions for heritage tourists. The results of the study reveal that experiential quality has a direct and significant impact on perceived value. The interpretation was: the higher the experiential quality perceived by heritage tourists, the more willing tourists are to pay higher prices and spent more time for their attraction sites. The same year Su, Hsu, and Swanson (2017) were focused on domestic tourists at a WHS located in China and were investigating the relationship between visitor perceptions with tourism destination loyalty through overall destination satisfaction and trust toward destination service providers. The findings indicate that service fairness and service quality have a significant and positive impact on overall destination satisfaction and trust toward destination service providers, while destination image has a significant effect on overall destination satisfaction but not on trust toward destination service providers. Saeedi and Hanzae (2018) analysed the effects of heritage image on destination branding on the example of Iran. They applied a confirmatory factor analysis, and the results showed that heritage image is positively associated with the tourists' acuties and the quality of destination. Regarding heritage image the following place characteristics were found to be the most important: pleasantness, exciting locale, relaxing environment, friendly and hospitable people, local lifestyle, handicrafts, local music, high level of hygiene, interesting customs and traditions, natural landscape and security. In order to research the mediating role of heritage image and attitudes toward a heritage site regarding user-generated content and travel intention toward a heritage site, Mehommod, Liang, and Gu (2018), applying partial least squares structural equation modelling, found out that exogenous variables directly and indirectly influenced travel intentions toward a heritage site through their mediators - heritage image and attitudes toward a heritage site.

3. Data and methodology

3.1. Research area

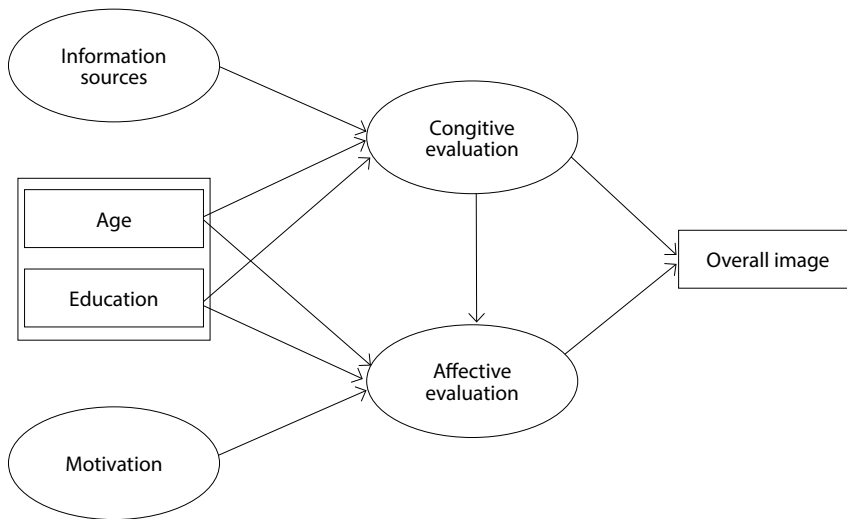
Old city of Dubrovnik (OCD) gained WHS status on the 3rd session of the World Heritage Committee meeting in October 1979 in Egypt as a first cultural urban and architectural complex in Republic of Croatia (UNESCO, 1979). The area that gained World Heritage Status was extended in 1994 on 18th session of the Committee and included areas outside the city walls, namely the Pile medieval industrial

suburb, the Lovrijenac Fortress located on a cliff, the Lazarets, Kaše moles, the Revelin Fortress and the island of Lokrum (UNESCO, 2015). As part of Dubrovnik, it is a multiple-use protected area which extends 94 hectares with buffer zone that covers additional 54 ha. Currently, about 1,557 permanently inhabited residents live in OCD which is less than 4% of total population in Dubrovnik (Klempić Bogadi, Vukić, & Čaldarović, 2018: p. 44). OCD is arguably Dubrovnik's most visited attraction with more than one million visits annually. Generally, Dubrovnik highly depends on tourism development with over 1,23 million tourist arrivals in 2018 (Croatian Bureau of Statistics Dubrovnik, 2019), over 0,732 million visitors from cruise ships and high number of excursionists, with a tendency of further growth. In total, over 236,375 tourists and over 114,361 visitors from cruise ships were in Dubrovnik in August 2019, that is 12,3 times more than people living there (Internal data of Dubrovnik Tourist Board for 2019; Dubrovnik Port Authority, 2019 accessed 25 September 2019).

3.2. A conceptual model

Based on above-mentioned literature it is presumed that cognitive and affective components are directly related to the overall tourism destination image of the WHS. An conceptual model that includes information-communication sources, socio-demographics, motivation, cognitive and affective evaluation and overall image of the WHS of different types of travellers is depicted in Figure 1.

Figure 1
Conceptual structural model



3.3. Sample and methodology

In order to identify the main characteristics of different types of travellers, to classify the attributes that create the perceived image of the WHS and to develop a model, empirical research, based on questionnaire survey on randomly – chosen travellers visiting WHS, was carried. The sample consisted of 547 tourists and 472 cruise ship visitors. The research was carried out from April 1st till October 1st 2016. 1,200 questionnaires were administered personally to the respondents and in total 1,109 questionnaires were collected.

A high structured questionnaire, that included all constructs of the proposed model to test the hypotheses, was used. The questions were based on the literature review and the questionnaire was structured in five main parts. The first part of questionnaire consisted of travellers' socio-demographics. Image

destinations models have been mostly based on the socio-demographic variables given the fact that main travellers attributes directly impact the perceptions of products, services and the whole tourism destination (Stabler 1990; Um & Crompton 1990; Beerli & Martin 2004b; Hui & Wan 2003; Dündar & Gucer 2015). Therefore in this paper, model includes age and education which have been indicated as a key determinants of image perception but with different intensity of influence. The second part of questionnaire included information sources. Information sources have a great impact on the tourists' decision-making process and they are known as the main stimulus factors (Um & Crompton 1990; Gartner 1993; Baloglu & McCleary 1999; Wang & Fesenmaier 2005; Govers, Go & Kumar 2007; Ferreira Lopes 2011; Tang, Scherer, & Morrison 2011; Hsu & Song 2012; Llodrà-Riera et al. 2015). Third part consisted of questions about motivations. Motivation is a base for understanding travellers behaviour and is also important factor in tourism destination choice process and in image formation model (Stabler 1990; Um & Crompton, 1990; Um 1993; Huang & Hsu 2009; Mechinda, Serirat, & Guild 2009; Chen & Chen 2010; Ramkissoon, Uysal, & Brown, 2011). Motivation is related to the affective component of the destination (Walmsley & Jenkins 1993). Fourth part of questionnaire included cognitive and affective image components. Cognitive component is related to the opinions and knowledge about objects and affective component is based on the emotions and feelings (Walmsley & Jenkins 1993; Baloglu 1997; Lin et. al. 2007). Cognitive components are focused on the tangible features (Pike & Ryan 2004). Fifth part was focused on the overall image. The main components that determine positive or negative overall tourism destination image are cognitive and affective components (Baloglu & McCleary, 1999).

First of all exploratory factor analysis (EFA) by principal components analysis method with Varimax rotation with principal component analysis (PCA) was applied. Cognitive and affective components are mediators between exogenous variables (information sources, socio-demographic attributes and motivations) and the final endogenous variable - overall image (Kesić, Vlašić, & Jakeljić, 2010). Information sources were characterized by different sources of information which factored out into the three groups: traditional communication with four items (Cronbach's alpha for tourists/cruise ship visitors $\alpha=0,625/0,563$), online marketing with four items (Cronbach's alpha $\alpha=0,731/0,692$) and word-of-mouth (WOM) sources (single item measure). The third group of questions, related to the motivation items, resulted in three factors: relaxation/escape with three items (Cronbach's alpha $\alpha=0,652/0,567$), culture and heritage with five items (Cronbach's alpha $\alpha=0,746/0,641$) and new experiences with three items (Cronbach's alpha $\alpha=0,716/0,598$). Mediator variables – cognitive components were defined with 13 items (Cronbach's alpha $\alpha=0,846/0,612$) and affective evaluation was specified with seven items (Cronbach's alpha $\alpha=0,792/0,794$). Travellers' level of agreement with the items were measured applying 5-point Likert scale from extremely negative to extremely positive.

To achieve the purpose of this research confirmatory factor analysis (CFA) and structural equation modelling (SEM) were applied. The underlying factors derived from EFA were represented as correlations between sets of many interrelated variables. CFA with maximum likelihood estimation method was conducted to establish the reliability and validity by composite reliability (CR which must be higher than 0.70) to indicate that measures are reliable. In the second stage, the evaluation of the goodness-of-fit guides for the proposed structural equation model and the testing hypothesis was accomplished. All statistical analyses were processed with the statistical package SPSS version 25.0 and AMOS.

3.4. Research hypotheses

The acceptability of the previous proposed model will be tested on the image of the OCD as a WHS, using the following hypotheses:

1. There are statistically significant differences in cognitive evaluation of the WHS image related to informational sources between tourists and cruise ship visitors.
2. There are statistically significant differences in cognitive evaluation of the WHS image related to demographic variables (age and education) between tourists and cruise ship visitors.
3. There are statistically significant differences in affective evaluation of the WHS image related to demographic variables (age and education) among tourists and cruise ship visitors
4. There are statistically significant differences in affective evaluation of the WHS image related to socio-psychological travel motivations between tourists and cruise ship visitors
5. There are statistically significant differences in cognitive evaluation impacts on affective evaluation of the WHS image between tourists and cruise ship visitors
6. There are statistically significant differences in cognitive evaluation impacts on overall image of the WHS between tourists and cruise ship visitors
7. There are statistically significant differences in affective evaluation impacts on overall image of the WHS between tourists and cruise ship visitors

4. Results

The results of the descriptive statistical analysis indicate the respondents profile. 64.9% of the respondents were female and 35.1% were male in tourists' sample and in cruise visitors sample 60.2% were male and 39.8% were female. The tourists and cruise ship visitors are mostly older (70% of tourists and 68.9% cruise ship visitors are 55 years and older). The education structure showed that 65.2% of tourists were graduate and postgraduate and among cruise ship visitors 62% were undergraduate and graduate, which indicated that a large proportion of both samples were well educated. The great majority of the tourists 91.2% had personal monthly income lower than 2,500 € and on the other side, almost 80% of the cruise ship visitors had monthly income higher than 1,500€. Table 1 shows the respondents' profile.

Table 1
Tourists' and cruise ship visitors' profile

Demographic characteristics	TOURISTS		CRUISE SHIP VISITORS	
	Frequency	Percentage	Frequency	Percentage
Age				
18-25	6	1.1	4	0.8
26-35	83	15.2	25	5.3
36-45	47	8.6	46	9.7
46-55	28	5.1	72	15.3
56-65	173	31.6	146	30.9
66 and over	210	38.4	179	37.9
Gender				
Male	192	35.1	284	60.2
Female	355	64.9	188	39.8
Education				
Primary school	16	2.9	25	5.3
Secondary school	92	16.8	91	19.3
Undergraduate	82	15.0	113	23.9
Graduate	237	43.3	180	38.1
Postgraduate	120	21.9	63	13.3

Table 1 Continued

Demographic characteristics	TOURISTS		CRUISE SHIP VISITORS	
	Frequency	Percentage	Frequency	Percentage
Personal monthly income				
-500	40	7.3	15	3.2
501-1,000	43	7.9	14	3.0
1,001-1,500	83	15.2	31	6.6
1,501-2,000	113	20.7	43	9.1
2,001-2,500	226	41.3	153	32.4
2,501-3,000	11	2.0	56	11.9
3,001-3,500	9	1.6	18	3.8
3,501-4,000	11	2.0	22	4.7
4,001-4,500	1	0.2	20	4.2
4,501-5,000	8	1.5	11	2.3
5,501-	2	0.4	89	18.9
Country of origin				
USA	88	16.1	219	46.4
Germany	55	10.1	99	21
UK	205	37.5	43	10.1
Ireland	28	5.1	4	0.8
France	71	13.0	-	-
Canada	38	6.9	54	11.4
SKorea	15	2.7	-	-
Israel	13	2.4	-	-
Russia	7	1.3	-	-
Sweden	15	2.7	-	-
Australia	-	-	19	4.1
Spain	-	-	8	1.7
Argentina	-	-	6	1.3
Other	12	2.2	14	2.9

Source: Authors research.

The first stage of the analysis applied the EFA for the scales related to the perceived cognitive and affective image of WHS, and also to motivation and information sources for the purpose of dimension-reducing and identifying the determinant factor (Beerli & Martin, 2004b). The result of the EFA for the OCD of WHS image is shown in Table 2.

Table 2

EFA of the cognitive image, affective image, motivation and information sources

Variables	Tourists		Cruise ship visitors	
	Loading factor	Indicators	Loading factor	Indicators
COGNITIVE EVALUATION				
Conserving traditional culture and customs	0.798		0.664	
Diversity of cultural/historical attraction	0.767		0.718	
Scenic and natural beauty	0.703		0.633	
Cleanliness of the site	0.593		0.517	
Security and safety	0.608	OV=63,6	-	OV=47.3
Variety of special events	0.586	$\alpha=0.846$	-	$\alpha=0.612$
Possibilities for shopping	0.503	KMO=0.787	0.528	KMO=0.691
Reasonable prices	0.511	Bartlett=0.000	0.549	Bartlett=0.000
Availability of local souvenirs and shops	0.662		0.886	
Quality of food and beverage	0.718		0.787	
Enjoying local cuisine	0.659		0.618	
Good quality of services	0.841		0.649	
Good value for money	0.558		0.564	

Table 2 Continued

Variables	Tourists		Cruise ship visitors	
	Loading factor	Indicators	Loading factor	Indicators
AFFECTIVE EVALUATION				
Enjoying my experience in OCD	0.872		0.514	
Good variety of experiences	0.731	OV=71.3	0.611	OV=69.7
Peaceful atmosphere	0.711	$\alpha=0.792$	-	$\alpha=0.794$
Relaxing atmosphere	0.868	KMO=0.683	-	KMO=0.801
Exciting atmosphere	0.838	Bartlett=0.000	0.661	Bartlett=0.000
Pleasant atmosphere	0.799		-	
Friendliness of local people	0.689		0.544	
MOTIVATION				
Relaxation/Escape (MOT1)		OV=51.2		OV=39.4
Relieving stress and tension	0.762	$\alpha=0.652$	0.503	$\alpha=0.567$
Getting away from routine	0.882	KMO=0.611	0.541	KMO=0.612
Relaxing physically	0.861	Bartlett=0.000	-	Bartlett=0.000
Culture/heritage (MOT2)				
History	0.932	OV=72.1	0.932	OV=64.2
Festivals	0.489	$\alpha=0.746$	-	$\alpha=0.641$
Meet local culture	0.546	KMO=0.754	0.546	KMO=0.625
Enjoying local food	0.645	Bartlett=0.000	0.645	Bartlett=0.000
Heritage	0.643		0.643	
New experiences (MOT3)				
Discovery new place	0.850	OV=48.4	0.747	OV=56.5
Researching new things	0.824	$\alpha=0.716$	0.458	$\alpha=0.598$
New experiences	0.796	KMO=0.572	0.681	KMO=0.678
		Bartlett=0.000		Bartlett=0.000
INFORMATION SOURCES				
Traditional information sources (INFO1)				
Travel guides	0.419	OV=54.9	0.326	OV=43.6
Brochures	0.634	$\alpha=0.625$	0.434	$\alpha=0.563$
Articles/News	0.582	KMO=0.745	0.537	KMO=0.596
TV/Radio	0.681	Bartlett=0.000	0.546	Bartlett=0.000
Online information sources (INFO2)				
Web marketing	0.565	OV=61.7	0.565	OV=54.8
Social media	0.851	$\alpha=0.731$	0.851	$\alpha=0.692$
Online advertising	0.682	KMO=0.841	0.682	KMO=0.736
Mobile marketing	0.581	Bartlett=0.000	0.581	Bartlett=0.000

Source: Authors research.

Pre-examination of data, including the Kaiser-Meyer-Olkin (KMO) test of sampling adequacy and the Bartlett's test of sphericity, was applied to confirm that the particular correlation matrices were suitable for factor analysis. An examination of the correlation matrix showed that most of the coefficients were over 0.4. The KMO indicator value was over 0.6 for all analysed indicators, except for Motivation (Relaxation/Escape and New experiences) and Traditional information sources for the cruise ship visitors, while the Bartlett test for all elements achieved statistical significance, which indicates factorability of the analysed correlation matrices. Reliability for each factor was obtained using the calculation for Cronbach's alpha coefficient.

After this, the second stage of the research was carried out. Before testing the conceptual model with the hypotheses, CFA has been applied to test convergent and discriminant validity of measures and to detect the unidimensionality of each construct. Separate CFA have been conducted for both sample (tourists and cruise ship visitors). Results showed overall good fit indices for both travellers sample proving that the indicators are acceptable and support good model fit—for tourists: GFI=0.856, AGFI=0.819, NFI=0.835, NNFI=0.809, CFI=0.847 and for cruise ship visitors GFI=0.915, AGFI=0.864,

NFI=0.845, NNFI=0.851, CFI=0.902. The results of CFA indicate an acceptable level of convergent and discriminant validity as well as unidimensionality.

SEM has been applied to test the hypotheses of the conceptual model. The proposed model was tested separately for the both samples, and in both cases, the overall model fit statistics showed that the SEM adequately fit the data sets. According to these indices for tourists: GFI=0.901, AGFI=0.886, NFI=0.895, NNFI=0.878, CFI=0.911 and for cruise ship visitors GFI=0.921, AGFI=0.908, NFI=0.896, NNFI=0.920, CFI=0.917, model is acceptable since the measures of incremental fit are all satisfactory.

Table 3
Results of regression weight estimates of the path model

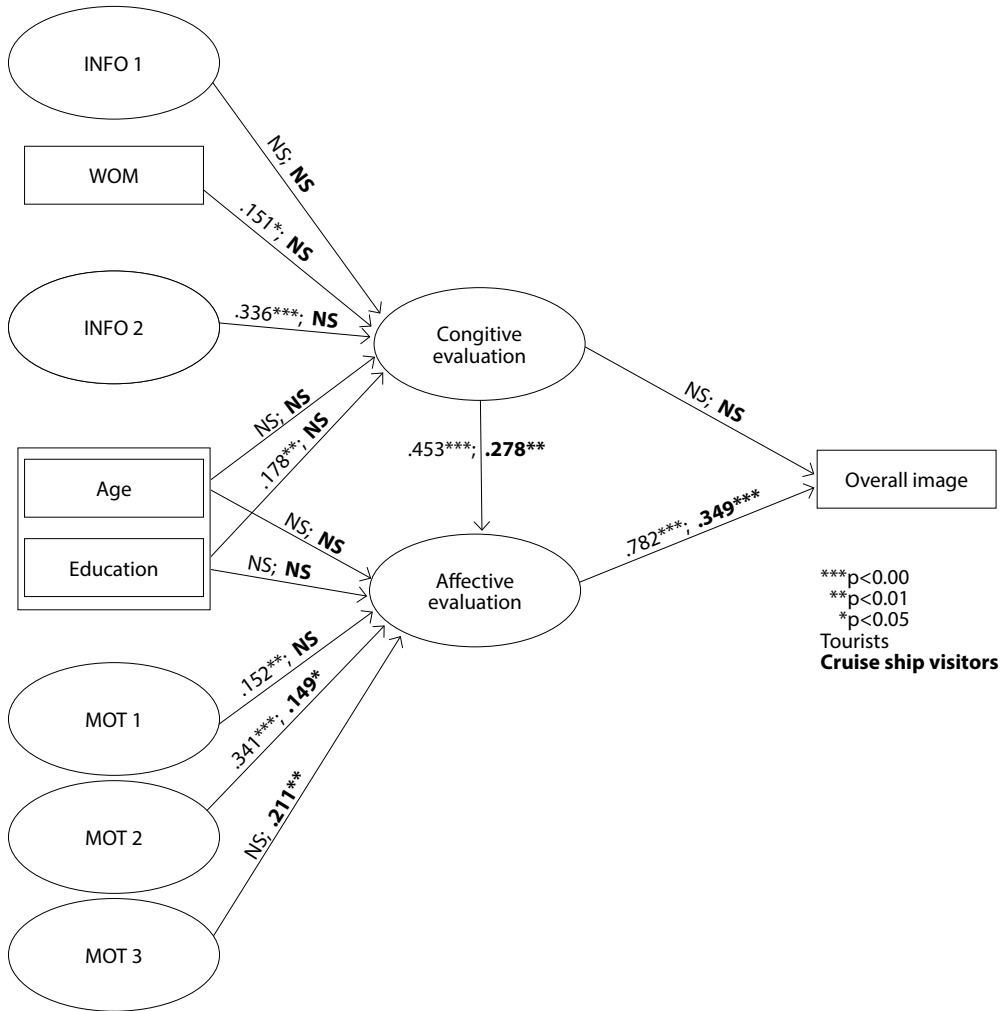
Variables	Travellers		HYPO- THESES	Tourists		Cruise ship visitors	
	Tourists	Cruise ship visitors		SE	CR	SE	CR
Cog ← Info 1	N	N	S	0.028	1.063	0.033	0.426
Cog ← WOM	Y	N		0.067	2.127	0.046	1.327
Cog ← Info 2	Y	N		0.071	3.459	0.039	0.769
Cog ← AGE	N	N	PS	0.037	0.730	0.034	1.045
Aff ← EDUCATION	Y	N		0.064	3.422	0.052	0.914
Aff ← AGE	N	N	R	0.036	0.698	0.021	0.356
Aff ← EDUCATION	N	N		0.045	0.546	0.063	0.936
Aff ← Mot 1	Y	N	S	0.069	2.485	0.039	1.228
Aff ← Mot 2	Y	Y		0.052	4.699	0.057	2.018
Aff ← Mot 3	N	Y		0.037	0.981	0.075	3.916
Aff ← Cog	Y	Y	R	0.078	4.872	0.062	2.854
Image ← Cog	N	N	R	0.033	0.318	0.036	0.563
Image ← Aff	Y	Y	R	0.066	7.364	0.072	4.390

*THERE IS INFLUENCE (Y), THERE IS NO INFLUENCE (N).
** REJECTED (R); SUPPORTED (S), PARTIALLY SUPPORTED (PS).
Source: Authors research.

Table 3 represents the results of regression weight estimates of the path model for the two analysed samples: tourists and cruise ship visitors. For the sample of tourists, the regression weight estimates the different causal relationships between the cognitive image and information sources. There is a significant relationship between online marketing and WOM and cognitive component of image for tourists, but in the case of the cruise ship visitors information sources aren't related to the cognitive component of the image. Therefore first hypothesis is supported. Considering the demographic attributes in the case of tourists, just education has direct impact on the cognitive component of the image. In addition, there is no direct relationship between age and education and cognitive components in the case of the cruise ship visitors, so second hypothesis is partially supported. In both subgroups the model did not find any differences considering the impacts of demographics on affective evaluation so third hypothesis is rejected. Furthermore, there is statistically significant relationship between motivation and affective component of image in the both subgroups but in the subgroup of tourists motivations of relaxation/escape and culture/heritage has positive relationship on the affective dimension of image while in the case of the cruise ship visitors, motivations – culture/heritage and new experiences are statistically significant with the affective dimension of the image, therefore fourth hypothesis is supported. Moreover, the regression weight estimates of the different causal relationships between cognitive and affective dimension of the image for the both subgroups is not statistically significant therefore fifth hypothesis is rejected. Also, there are no statistically significant differences between two

subgroups in the case of the impact of the cognitive image components on the overall image since in both subgroups there are no influences on the overall image (hypothesis six is rejected). Furthermore, there is statistically significant relationship between the affective evaluation and overall image in the both subgroups (hypothesis seven is rejected). Figure 2 represents a model of path for the OCD.

Figure 2
Results for the estimated structural model for tourists and cruise ship visitors



5. Discussion

Regarding results, tourists and cruise ship visitors who had visited OCD as WHS create a destination image primarily on the feelings related to the physical attributes of the destination. Accordingly, some elements of motivations influenced the affective image of the OCD as WHS and there are differences between tourists and cruise ship visitors in this context. Information sources are related to the cognitive component of the image in the case of tourists, as they are informed using modern information sources about a destination, while in the case of cruise ship visitors this is not the case. Affective dimension of the image has a direct impact on the overall image in the both subgroups. Considering the fact that tourists are primary motivated to visit OCD and cruise ship visitors visit OCD as a part of a tour package (secondary motivated) it is evident that they have different image formation.

Current tourism development strategy (focused on both types of travellers) jeopardizes elements that form positive image of OCD in the context of over tourism. This raises the need and implementation of segmentation strategy to preserve the elements that form positive image of destination in order to stay competitive on international tourism market.

6. Conclusion

Destination image researches have been one of the areas of tourism research with a lot of attention over the past sixty years. Although authors cannot agree over a definition of the concept they agree that it is multidimensional and that it can be measured using cognitive and affective component.

Destination image of WHS is very important considering their attractiveness and continuous growth of the number of visits. Using adequate marketing approach it is essential to segment the market and to focus on the segment(s) that could guarantee sustainable development of WHS.

The results in this paper indicate differences in image formation between different types of travellers. Although both groups form image of WHS primarily on the feelings, the difference is found in some elements of motivations, e.g. based on relaxation/escape and culture/heritage tourists form affective component of the image while new experiences are more important to cruise ship passengers. Also, information sources (online sources and WOM) are more related to the cognitive component and influence image formation in the case of tourists while affective dimension of the image has a direct impact on the overall image in the both subgroups.

The paper should be seen in the lights of its limitations. This research was made in the period April – October and didn't take into consideration the possibility of forming different image according different seasons (low and high). Future researches should try to exclude this limitation. For the simplicity of research thirteen statements regarding cognitive component were used. Future researches should try to use more statements to capture in depth cognitive component of destination image.

Since there are no similar studies that compare image formation between different types of travellers, the proposed model can be used in order to compare image formation of different types of travellers in different WHSs. Also, it can be used as a base for marketing strategy development for different travellers' types as well as for tourism sustainable development strategy of WHS to preserve positive image as a cultural site.

Findings can be used as a base model for investigating the influence of the various sources such as information sources, socio-demographics and motivation on mediating ones (cognitive and affective evaluation), and finally on the dependent variable of the overall image of the WHS perceived by different traveller categories. Implication of this study can be seen in developing adequate marketing strategies for different travellers' segments. In addition, it could be used in future research on this topic, particularly in the context of WHS as tourism destination.

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